

What is claimed is:

1. A database in a computer system linked to a network and configured to store client data, the computer system having one or more processors, one or more storage devices coupled to the processor, the storage device having stored the database system, comprising:
5 one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in a fundraising campaign, the client data containing one or more constituent records (CR);
10 a data pool having selected data from the CRs; and
one or more program code for analyzing the data pool.
2. The database as recited in claim 1, wherein the results of the analysis are used in fundraising campaigns.
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3. The database as recited in claim 1, further comprising a master island containing a compilation of the fields in the virtual data islands.
4. The database as recited in claim 1, further comprising a linking
20 table including a compilation of unique identifiers of the individuals whose records are in the virtual data islands.
5. The database as recited in claim 1, wherein the network is the Internet.
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6. The database as recited in claim 1, wherein the network is a wide area network.
7. The database as recited in claim 1, wherein the client is a nonprofit
30 organization (NPO).

8. The database as recited in claim 1, wherein the client is a person.

5 9. The database as recited in claim 1, wherein the results of the analysis are used to identify potential donors likely to donate to one or more charities.

10 10. The database as recited in claim 1, further comprising an opt-in field indicating whether or not a client is participating in a data-sharing scheme.

11. The database as recited in claim 1, further comprising a program code configured for statistical analysis of the data pool.

15 12. The database as recited in claim 9, further comprising program codes for determining a probability of a charitable donation by an individual donor.

13. The database as recited in claim 10, wherein the opt-in field is set and updated with write-access to the field.

20 14. The database as recited claim 10, wherein the opt-in field accepts a multi-valued variable, each value corresponding to a data-sharing scheme.

25 15. The database as recited in claim 14, wherein the multi-valued variable allows clients to share data with others in different manners.

16. The database as recited in claim 1, further comprising means for automatically updating fields in a virtual data island if corresponding fields in other virtual data islands are updated.

30 17. The database as recited in claim 16, further comprising means for automatic notification of an update option, wherein when fields in one client's

virtual data island is updated, a notification is sent to other participating clients that have a corresponding field.

5 18. The database as recited in claim 1, further comprising means for login access for donors to the individual donor records in the virtual data islands, wherein the donors access their records and conduct financial transactions online.

10 18. The database as recited in claim 1, wherein the client is a charitable organization.

15 19. The database as recited in claim 1, wherein the client is a political organization.

20 20. The database as recited in claim 1, further comprising a common identifier shared by the individual donor records across the virtual data islands.

25 21. The database as recited in claim 1, further comprising an opt-out field that indicates the data the client does not wish to share.

30 22. A method for analyzing a database residing in a computer system linked to a network, the computer system having one or more processors, one or more storage devices coupled to the processors, comprising:

 creating one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in a fundraising campaign, the client data containing one or more constituent records (CR);

 creating a data pool having selected data from the CRs; and
 analyzing the data pool.

23. The method as recited in claim 22, further comprising using the results of the analysis in fundraising campaigns.

24. The method as recited in claim 22, further comprising creating a master island containing a compilation of the fields in the virtual data islands.

25. The method as recited in claim 22, further comprising creating a linking table including a compilation of unique identifiers of the individuals whose records are in the virtual data islands.

26. The method as recited in claim 22, wherein the network is the Internet.

27. The method as recited in claim 22, wherein the network is a wide area network.

28. The method as recited in claim 22, further comprising identifying potential donors from the results of the analysis.

29. The method as recited in claim 22, further comprising determining, from the results of the analysis, a probability of a charitable donation by an individual donor.

30. The method as recited in claim 22, further comprising:
accessing individual donor records online; and
conducting financial transactions.

31. The method as recited in claim 30, wherein the financial transaction includes making a donation to one or more organizations.

32. The method as recited in claim 22, wherein the client is a nonprofit organization (NPO).

33. The method as recited in claim 22, wherein the client is a
5 charitable organization.

34. The method as recited in claim 22, wherein the client is a political organization.

10 35. A computer-readable medium having computer-executable instructions for performing a method for analyzing a database residing in a computer system linked to a network, the computer system having one or more processors, one or more storage devices coupled to the processors, comprising:
15 creating one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in a fundraising campaign, the client data containing one or more constituent records (CR);
creating a data pool having selected data from the CRs;
creating a master island containing a compilation of the fields in the
20 virtual data islands;
creating a linking table including a compilation of unique identifiers of the individuals whose records are in the virtual data islands; and
analyzing the data pool.

25 36. A method for creating a database residing in a computer system linked to a network, the computer system having one or more processors, one or more storage devices coupled to the processors, comprising:
creating one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in a
30 fundraising campaign, the client data containing one or more constituent records (CR);

- creating a master island containing a compilation of the fields in the virtual data islands;
- creating a linking table including a compilation of unique identifiers of the individuals whose records are in the virtual data islands; and
- 5 creating a data pool having selected data from the CRs;

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